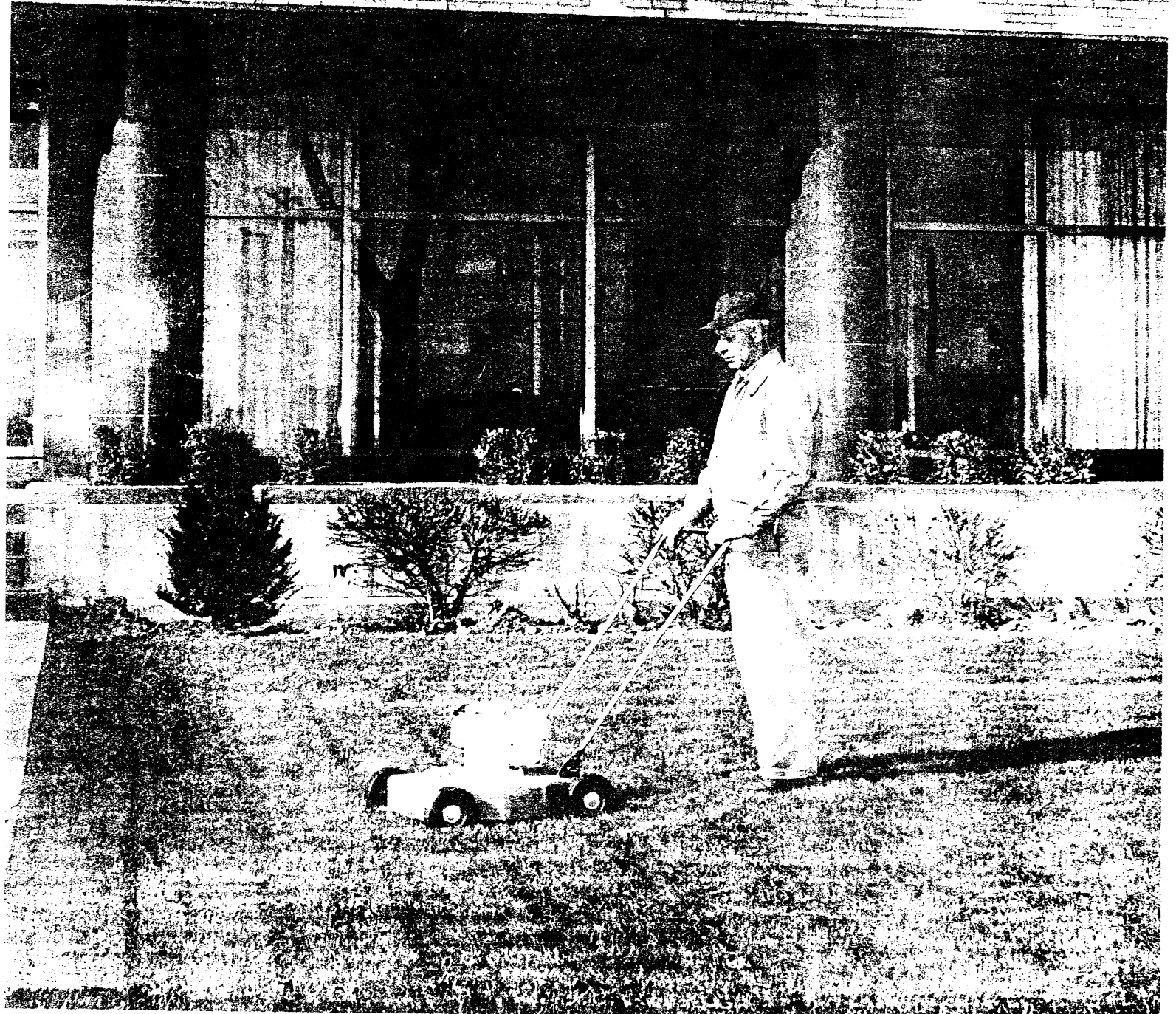


SHEAFFER'S
Review

SHEAFFER PEA



SHEAFFER STOCKHOLDERS TO VOTE MAY 23 ON STOCK RECLASSIFICATION AND SPLIT

Stockholders will vote at the annual meeting May 23 on a proposed reclassification and two-for-one exchange of the company's common stock.

If the proposal is approved in its present form, stockholders will receive one share of Class A non-voting stock and one share of Class B voting stock in place of each share of the present common stock they now hold.

The two proposed classes of stock will share equally in dividends and will have the same rights, privileges and limitations as the present common stock except that the Class B stock will have full voting rights whereas the Class A stock will not.

Board chairman C. R. Sheaffer explained that "the reclassification will give our stockholders greater flexibility in handling their investments and will make available non-voting stock for possible future use in business acquisition or diversification opportunities.

"Many corporate stockholders are reluctant to convert some of their share holdings into cash when this means decreasing their voice in the affairs of the company whose stock they own," he said. "Our proposal would permit Sheaffer stockholders to preserve their voting rights by retaining their Class B shares while being in a position to dispose of some or all of their Class A non-voting shares.

"This would afford Sheaffer stockholders the opportunity of diversifying their investments, providing funds for estate or inheritance taxes, making charitable donations or obtaining needed cash without lessening their control and voting rights."

Midwest Listings

The current stock is listed on both the Midwest Stock Exchange and the New York Exchange. If the stockholders approve the proposal, the company would apply only to the Midwest Stock Exchange for a listing of the new Class A and Class B stock. Mr. Sheaffer pointed out.

"There are several reasons for this," he said. "It seems logical for a company headquartered in the midwest to list its stock on the stock exchange located there. Our experience since going on the Midwest Stock Exchange last November substantiates our conviction that it provides excellent market facilities and services for the buying and selling of our stock.

"Additionally, the New York Stock Exchange does not list non-voting stock such as our proposed Class A stock. And it does not seem advisable to list

Sheaffer Retains Three Handwriting Experts

Three educators who originated and are directing a broad scale remedial handwriting program in the Philadelphia secondary schools have been retained as handwriting consultants for Sheaffer's.

The three are Wesley E. Scott, director of commercial and distributive education for the school district of Philadelphia, and his assistants, handwriting specialists Matthew M. Jasner and Leon Rubin.

Retention of the three experts on handwriting and handwriting instruction is part of the company's program to increase appreciation for legible handwriting and to help improve the teaching of handwriting.

"While many businessmen and educators have been wondering 'why Johnny can't write' the Philadelphia school system has been taking progressive action to improve teen-agers' handwriting," W. A. Sheaffer II, president, pointed out. "We believe the counsel of the three educators responsible for operation of the successful remedial writing project in Philadelphia can help our company increase its contributions to better writing, particularly in the field of handwriting instruction."

Illegibility Costs Millions

The Philadelphia project was started nearly three years ago as a result of discussions between Mr. Scott and businessmen, particularly retailers, who complained that illegible handwriting was costing them millions of dollars annually. The handwriting improvement program followed.

Initial efforts in establishing the program included a year of exhaustive surveys of writing instruction methods, preparation of manuals and visual aids and development of a diagnostic and remedial handwriting course for secondary schools. The course was tested and improved over a period of two years. Results justified expansion of the program, according to Mr. Scott, and in the Spring term of 1957 about 12,000 students in secondary school commercial classes are taking the course.

Philadelphia school authorities are now exploring means of extending the instruction to poor writers in non-commercial schools, Mr. Scott said.

the Class B stock on the New York Stock Exchange with the Class A stock listed on the Midwest Exchange or to list the Class B stock on both exchanges because this would tend to dilute trading in each class of stock."

Insurance Benefits For Employees Increased

Accident and sickness weekly benefits for Sheaffer Pen Company employees have been increased under the company's amended group insurance plan.

The new plan, effective March 1, provides an increase of \$10 in weekly benefits. It also makes possible benefits for the first week of sickness depending on the duration of the disability. In the past, employees could receive no benefits for the first eight days of sickness.

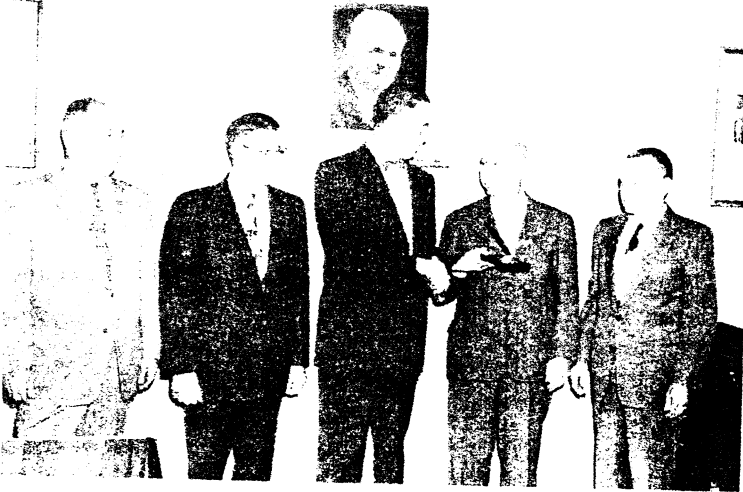
As part of the new plan, Sheaffer's will underwrite 15 per cent of the cost of the group insurance premium while the employee will pay 55 per cent of the cost. In the past Sheaffer's has paid 40 per cent of the group insurance premium while the employee has borne the remaining 60 per cent. The added benefits for employees covered by the group insurance plan will cost the company an additional estimated \$15,000 a year in premiums.

Leland Goosey Named As Civil Defense Chairman

Leland D. Goosey (Plastic Fab) is the new chairman of the Lee County Civilian Defense setup.

Leland, a former state commander of the Veterans of Foreign Wars who has been active in VFW and community affairs for many years, was appointed to the post recently by Governor Herschel C. Loveless. The county chairmanship had been vacant for several months before Goosey's appointment.

Goings On . . .



Four employees receive solid gold desk pen sets from W. A. Sheaffer II upon completion of 30 years of service with the company. L-r are Harry Wallis (Metal Fab), Floyd Hancock (Pencil), Mr. Sheaffer, Arthur Steeples (Plastic Fab) and Harley Brown (Plating).



Members of the Sheaffer Women's Bowling League hold their annual dinner at the Sheaffer clubhouse to mark the end of the bowling season.



Anyone you know? Yes, it's Frank Collins (Shipping) who took part in the La Harpe, Ill., PTA Minstrel show recently.



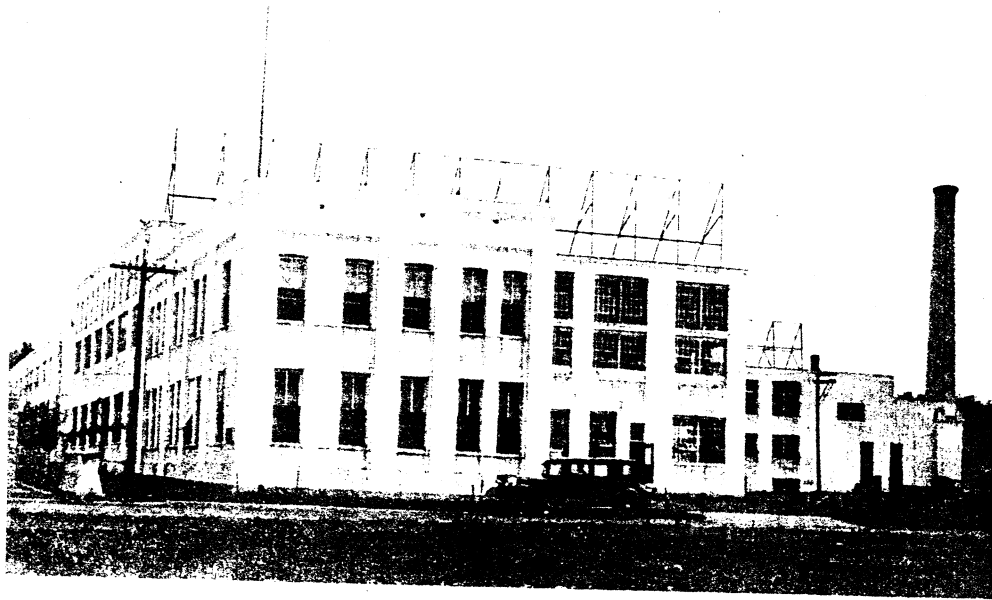
Lorena Wilcox (r) (Gold Nib) distributes prizes to individual winners at the annual bowling banquet. L-r are Erma Terry (Pencil), Sally Koellner (Metal Fab), Audrey Edlen (Traffic), Ann Dodge (Payroll), Mary Ussery (Advertising) and Arletta Roxlau (Shipping).



Powell Taapken (l), chairman of the Activities Committee, presents a bowling ball to Lorena Wilcox (Gold Nib), high singles winner in the women's bowling league, while Orv Richardson (Pencil) and Corky Cowles (r) (Tool & Die) look on. Orv, high singles winner in the men's division, received a consolation prize since he had previously received a ball within the past five years and was therefore not eligible to receive another. Corky was the next bowler eligible to receive the bowling ball.



Karl F. Dinnauer (center, International) is greeted upon his arrival in Buenos Aires by Geraldo Brito de Macedo, (l), Sheaffer's ad representative in Uruguay and Argentina, and Roberto Milburn (r), Sheaffer's distributor in Uruguay. Karl recently completed a swing through South American countries.



Remember When . . .

“Remember the good old days?”

That’s a pleasant question. Generally, it starts a pastime enjoyed by nearly everybody—recollecting the happy times of bygone days.

Standard equipment for the pastime is—or seems to be—a pair of rose-colored glasses. For, generally, yesteryear assumes a rosy haze that makes our todays seem pretty unromantic.

But if our memories could shake off the narcotic of nostalgia and see the past as it really was, we might realize that much of our enjoyment in recollecting comes from knowing that the most fondly remembered yesterdays are those that helped make today a better day.

Most of us who lived in the Fort Madison area a generation ago will recall the warm comfort we felt when hearing the shrill whistle of a far-off railroad engine. We hear them no more, now that diesels have replaced Old 99. And we miss them. But, we don’t miss the dust and bumps of a train-ride to Chicago behind those high-voiced engines—thanks to air-conditioned cars and improved road beds.

Old Swimmin’ Hole

Middle-aged Fort Madisonites may look back with

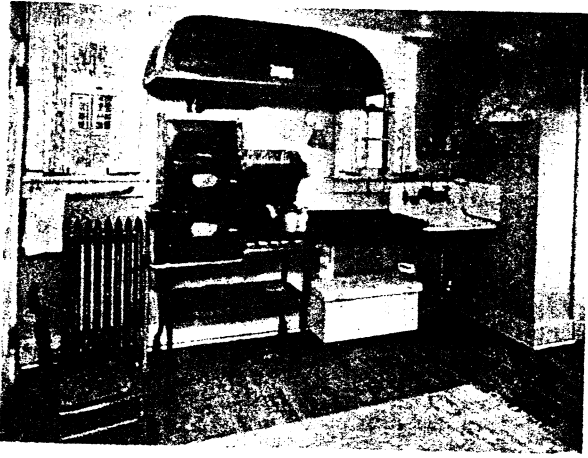
nostalgia to swims in the Mississippi shallows along the edge of town. But it’s doubtful that the “ole swimmin’ hole” would have been popular if the community or country club pools had been available in the 20’s.

The family head paying monthly for that new car may shake his head ruefully over auto price increases since ’27, when he could get a car for about \$800. But he’d probably nod approvingly if he realized a car actually costs him less than it did 30 years ago. It took the 1927 factory worker about 33 weeks, or 1,475 working hours, to earn the price of a car. Today it requires only about 29 weeks or 1,160 hours.

Good Old Days

Sure, the 20’s were “good old days” for Sheaffer Pen people, for Fort Madisonites and for their fellow Americans. But, they were especially good because what was happening then—what Sheaffer Pen people, Fort Madisonites and Americans made happen then—contributed to making today a better day, even better than those fondly remembered yesterdays.

So, shining the light of reality through the rosy haze of happy recollection, let’s take a look at the yesterdays of a generation ago, 30 years back, and compare them with the todays they produced.



30 YEARS AGO . . .

About 30 hours' work was required to purchase a week's food for the typical wage earner's family.

Sheaffer employees gobbled lunch from a lunch pail or went home to trade home for lunch.

About one month of Sheaffer employees drove to work in automobiles.

Air conditioning in factories was just a dream of architects.

Few Sheafferites enjoyed vacations far from home—because travel was slow, inconvenient and relatively expensive.

When Sheaffer employees finished work on winter evenings 30 years ago, most of them returned to homes only half heated.

Fort Madison housewives kept provisions in ice-boxes, with a few fortunate exceptions owning skimpy refrigerators.

The family gathered around the radio, generally a crystal set, to listen to one or two stations.

Profit-sharing for employees was just one of management's fond hopes.

Sheaffer stockholders received \$89,884 in dividends.

Sheafferites provided their own entertainment and relaxation facilities.

The total payroll in 1926 was \$978,734.

Sure, those were the "good old days." But, it's doubtful that any of us would want them to come back, anymore than we'd want the return of the trollies on G Street.

If Fort Madison's Old Timers of 30 years ago could walk down F Street, drop into any home on E Street, or visit the Sheaffer plant—they'd call this an Era of Miracles. And it is. But, so was their era, as today's developments testify.

Perhaps the most remarkable thing the Old Timers would see in our era is that few who are part of it find it remarkable. The advances of science and industry that have made today what it is are part of an orderly development to which we give many names. Sometimes we call it "business," or "doing business." Sometimes we call it "free enterprise" or "the free enterprise system", or "The American Way". The name isn't important. It's results that count. Looking back through the "yesterdays" we see that this system of ours has made constant progress in producing more good things for more people.



. . . BUT LOOK AT TODAY

About 12 hours' work pays for the week's food for a typical wage earner's family

The plant cafeteria provides a variety of wholesome meals in a pleasant, relaxed atmosphere.

325 individual parking spaces are assigned by name to Sheaffer employees.

Sheaffer factory and office employees work in air-conditioned surroundings.

Today Fort Madison is just a day away from any section of the country by air. And thanks to the modern auto and improved roads, the whole family can enjoy vacation travel.

Central heating supplies warmth to every room in the house in nearly every Fort Madison home.

Mrs. Fort Madison has a commodious refrigerator and chances are good that it contains a freezer.

Today most homes have several radios and television has brought the rest of the world into the living room.

In the past fiscal year, quarterly profit-sharing payments to Sheaffer employees averaged 21 1/4 per cent of their earnings.

In the past fiscal year they received \$1,485,072.

Last year the Sheaffer Club House served Sheafferites every night and the Employees Park was visited constantly in the clement months.

Last year it was \$8,899,565.

SHEAFFER'S

REVIEW

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W. A. SHEAFFER PEN COMPANY

General Offices and Factories
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Fineline Division

Mt. Pleasant, Iowa, U.S.A.

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Goderich, Ontario, Canada

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Melbourne, Australia

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Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

Four Compete in International Bowling Meet

Time and distance mean nothing to dyed-in-the-wool bowlers.

Take the case of four Sheaffer bowlers - Betty Chock (Sales), Lorena Wilcox (Gold Nib), Darlene Cornell (Patent Research) and Dorothy Hoenicig (Accounting). After finishing up their work week one Friday recently, the four drove all night to Dayton, O., to participate in the Women's International Bowling Tournament. They arrived in Dayton early Saturday morning, rested up during the day and then bowled from 10:30 p.m. until 1 a.m. Sunday.

After time out for a few winks of sleep, something to eat and a little relaxation, the girls were back on the alleys at 1 p.m. Sunday for two more hours of bowling. Then they hopped in their car about 4:30 p.m., drove throughout the night and arrived in Ft. Madison at 4 a.m. Monday morning in time to catch a little sleep before reporting for work at 8 a.m.

Although the results of the tournament won't be known until June, at least two of the girls stand a chance of placing in the money. Lorena paired with Darlene to place fourth in the doubles competition with 1044 pins. Lorena also rolled a 556 to end up in 2nd place in the singles event.

SHEAFFER GRANT

A \$2,000 grant from the W. A. Sheaffer Memorial Foundation was made recently to Iowa Wesleyan College in Mt. Pleasant. The money is to be used by the college for expansion and development of its facilities.

GODERICH PLANT HOLDS DANCE, SKATING PARTY

The Activities Committee at the Goderich plant held a skating party and dance recently at the Goderich Memorial Arena.

A highlight of the evening's program was the annual hockey game between the Staff team and the Factory team in which the Staff edged the Factory icemen 3-2.

The drawing for an automatic electric coffee percolator was won by Thelma Collinson while the door prize went to Jean Venn. Winners of the spot dance were Marion Fellows and her partner, Wilfred Austin.

Gord Kerr, editor of the Goderich plant's Activities Committee News, used his recent stay in the Goderich Hospital to good advantage.

In addition to clearing up an infection which hospitalized him, the lengthy confinement in the hospital enabled him to complete Tolstoy's voluminous novel "War and Peace"—something he has wanted to do for many years but never seemed to find time.

Sheaffer salesmen throughout Canada and the provinces will convene in Goderich early in May to attend the two-day sales meeting at which they will hear plans for making the year ahead one of the biggest in the company's history.

The number of musically talented employees at the Goderich is surprising.

Five Sheaffer employees are members of the Harboursaires, a local harmony group which has appeared on CKNX-TV on several occasions.

The five, who also appeared in a recent concert at the Goderich Collegiate Institute, are Eric Smith, Reg Huckins, John Moloney, Charles Cadman and Bruce Clifford.

In addition, Eric Smith, Tony Etue, Harold Gauley and Eddy Pridmore are members of the Goderich Pipe Band. Eric, Tony and Harold play the bagpipes while Eddy is lead drummer.

Departmental managers Art Alley (Fabrication) and Larry Owles (Quality Control) attended a quality control forum sponsored by the American Society of Quality Control at the University of Toronto recently.

Service Anniversaries

-30 YEARS-

Fred Fochring—Gold Nib

-20 YEARS-

Lee Ross—Development

-15 YEARS-

Velda Schrepfer—Pencil

Sophia Sacasky—Shipping

Roger Croll—Plastic Fab

Walter Watson—Metal Fab

Ralph Frye—Metal Fab

Kenneth Miner—Engineering

-10 YEARS-

O. Ruth Slagel—Skríp

Nina Jeffery—Skríp

Nora Ebinger—Service

Bessie Belles—Plant No. 3

Paul Gardner—Plant No. 3

Ernest West—Engineering

Ivan Simmons—Molding

R. Dave Hug—Engineering

-5 YEARS-

Chelsea I. Warson—Cafeteria

L. Effie Perry—Cafeteria

Pauline Bernhardt—Cafeteria

Robert Crockett—Sales

Carl Holtz—Service

Activities Committee Elects New Officers

Ed Gillett was elected chairman of the Mt. Pleasant Activities Committee for the 1957-58 season at a recent meeting of the new committee members.

Esther Proctor was named secretary for the group.

Other members of the new committee include Gladys Hills, Hope Fitch and Harry Ross.

NAMED AREA CHAIRMAN

President W. A. Sheaffer II has been named area chairman of the Iowa College Foundation. The foundation is composed of 19 independent non-tax supported colleges throughout the state.

Boat hobbyists George Robertson and Heinz Albrecht are busy putting the finishing touches on their new boats which they expect to have in the water shortly. George has been busy all winter working on a 12-ft. bantam cruiser which he hopes to launch early in May while Heinz has a 15-ft. sail boat with a Marconi rig nearly completed. Heinz hopes to have the speedy little boat in the water by July.

GODERICH STARTS NEW EMPLOYEES BULLETIN

The Activities Committee News, a five-page monthly publication containing news of plant and employee activities at the Goderich plant, made its debut with the March issue.

The new publication, edited by Gordon Kerr, gives employees of our Canadian plant a newspaper of their own, made up entirely of local news. Assisting Gordon Kerr as departmental correspondents are Jean Maguire (Office), Janet Morely (Service), Joan Morris (Assembly), Marion Fellows and Grace Thompson (Fabrication), Yvonne Anstay (Gold Nib) and Heinz Albrecht (Tool Room). Larry Owles (Inspection) contributes the art work for the attractive front cover of each issue.

Copies of the Canadian plant's Activities Committee News will be kept on file in the Public Relations Office at Ft. Madison in case any of our employees would like to look over the new publication of the Canadian plant.

TOASTMASTER VEEP

Don Johnson (Sales) was recently elected administrative vice president of the Rodeo Toastmasters Club of Ft. Madison.

Taapken, Hug, Wilsey On Activities Board

Powell Taapken (Engineering) has been elected chairman of the Activities Committee Board of Advisors for the 1957-58 season.

Powell, who has long been active in employee activities, will work closely with Dave Hug (Engineering) who was named secretary and Osa Wilsey (Accounting) who was elected treasurer.

Under the new makeup of the Activities Committee as approved by the WASPCO Council at its recent meeting, the Council elects three employees to serve with a representative of the Personnel Dept. as the board of advisors on employees recreational activities.

The board of advisors will prepare a program of recreational activities and appoint a chairman for each project. Chairmen in turn will select their own committee members to work on his particular recreational project.

The first activity of the new committee for the 1957-58 season was the Easter Egg Hunt which was held at the Sheaffer Employees Park for employees youngsters.

Millie Roush Winner In Bowling Tourney

Millie Roush (Gold Nib) captured the singles crown in the Sheaffer Women's Bowling tournament while Rosemary Vanstrander (Traffic) paired with Shirley Hughes (Executive) to win the doubles title on the clubhouse alleys.

Millie picked up 625 pins in the three-game series to win the singles event while Betty Chock (Sales) finished in the runner-up spot with 607 pins and Shirley Hughes was third with 595.

Rosemary and Shirley easily outdistanced the doubles field with their 1238 pins. Sally Koellner (Metal Fab) and Erma Terry (Pencil) finished second with 1095 and Rose Ann Weidel (Shipping) and Arletta Roxlau (Shipping) were the number three spot finishers with 1064.

The results:

SINGLES

Millie Roush	635	
Betty Chock	607	
Shirley Hughes	595	
Arletta Roxlau	546	
		tie
Ann Dodge	546	
Erma Terry	640	

HIGH SINGLE GAME

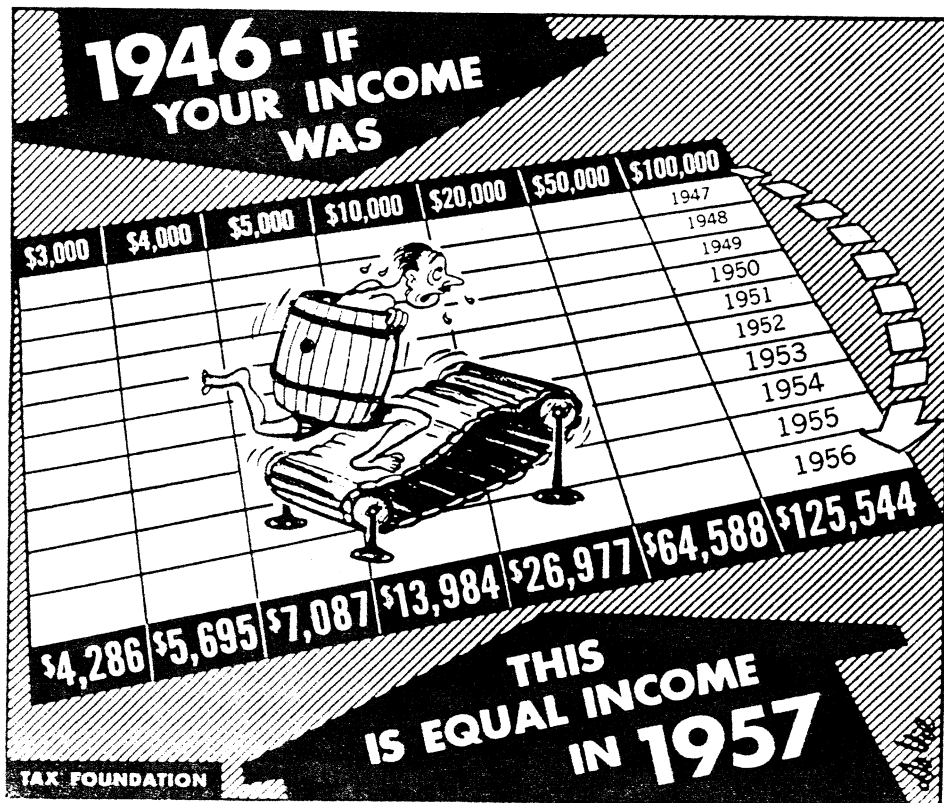
Roush	226	
Hughes	226	tie

DOUBLES

Vanstrander-Hughes	1238
Koellner-Terry	1095
Weidel-Roxlau	1064
Mitchell-Edlen	1050

HIGH SINGLE GAME (Doubles)

Vanstrander-Hughes	422
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This Tax Foundation chart shows (by selected income brackets) the amount of income required 1957 family taxpayer (married with two children) to be well off—after taxes and depreciation of dollar—like he was in 1946. Thus, the average taxpayer who earned \$3,000 a year in 1946, must now earn \$4,286 to be as well off in 1957 as he was 11 years ago.

MT. PLEASANT EMPLOYEES HOLD FIRST LUNCHEON

The Activities Committee at the Mt. Pleasant plant held its first luncheon of the year for plant employees. A number of retired employees also were on hand to renew old acquaintances during the noon hour luncheon.

Taking advantage of the first nice warm Spring weather, many employees relaxed outdoors under the warm sun as they enjoyed their meal. The program was the first project for the newly elected Activities Committee.

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*Spiffly for
L. dies...*

BILL STEMPLE IS TRIPLE WINNER IN SHEAFFER MEN'S BOWLING TOURNAMENT

FOR BUSY WOMEN WHO LEAD DOUBLE LIVES—combining careers and housework—there's an easy way to budget a family's fixed expenses. Fixed expenses are all those items you know in advance you'll have to pay during the coming year, such as rent, mortgages, heating costs, utilities, taxes, insurance. Simply total all these expenses and divide by the number of paydays during the coming year, suggests the American Bankers Association. Thus you will know exactly how much money to set aside each payday for this purpose. It's a good idea to put your fixed expense fund in a bank checking account so that you can pay these bills by check and have a permanent legal record of them, too.

* * *

HOT APPETIZERS DISAPPEAR FIRST—so it's fun to have a variety to pass. To serve from a chafing dish, here are hot Pineapple-Sausage mors d'oeuvre: Cut one package brown-and-serve sausages into thirds and brown in skillet. Remove from pan. Drain the syrup from a No. 2 can of pineapple chunks and pour the juice into a chafing dish over heat. Spear one pineapple chunk and one sausage piece on a toothpick. Repeat until sausage thirds are used up. Arrange in juice and keep warm. Makes 33 appetizers.

* * *

IN THE SPRING, A YOUNG WOMAN'S FANCY, or she tries to be. This is the time of year that little things are important to any woman's morale. A new hat, hairdo—a "new look." Why not all "new pictures?" Here are a few important pointers that make good snapshot sense. (1) Remember your new print dress will look best against a plain background. (2) Face the camera from a three-quarter angle rather than head on. (3) Look happy, but don't force a stiff smile. (4) Moisten your lips just before the shutter clicks, to make them lifelike. (5) Don't just stand there; do something. Hold a book, your sewing, or even your eyeglasses. . . . And if color film is used, your pictures will look more real.

* * *

WHO CAN RESIST THE BIG RED APPLE—or the little ones? For devotees of the baked apple, we suggest this novel and delectable method. Wash and remove cores from 6 apples. Peel about one-third down from the top. Stuff each cavity with 1 tsp. currant jelly. Place 6 slices of enriched yeast-raised bread, sauteed in butter, in the bottom of a large baking dish. Place an apple on each. Spoon 1 to 2 tsp. water over the apples and bread. Dot with 2 tsp. butter. Bake at 375 degrees (mod. oven) about 40 minutes.

Bill Stemple (Tool Room) captured the singles and all-event titles in the Sheaffer Men's Bowling tournament then paired with Al McDonnell (Maintenance) to capture the doubles crown on the Sheaffer clubhouse alleys. The tournament ran from February 27 through March 15.

Stemple rolled a 616 series that gave him a five pin margin over the singles runner-up, Harold DeVol (Pencil), and took the all-events title with 1937 pins to McDonnell's 1809. In the doubles Stemple and McDonnell had 1289 pins to runner-up Harold DeVol and Roy Neal's 1225.

Tool & Die rolled a 2918 to edge the Tool Room team by two points and capture the team event.

The results:

SINGLES

Bill Stemple (Tool Room)	616
Harold DeVol (Pencil)	611
Ed Senn (Tool & Die)	606
Bill Kipp (Pilot Line)	604
W. Rippenkroeger (Plating)	603
E. Bartlett (Gold Nib)	599
Butch Bartlett (Gold Nib)	598
Chuck Boyer (Tool Room)	596
Al McDonnell (Maintenance)	595
D. Siegrist (Service)	590
K. Mason (Engineering)	589
L. Watts (Purchasing)]tie	588
L. Pool (Tool & Die)]	588
Tom Gilman (Pen Assembly)	587

DOUBLES

McDonnell-Stemple	1289
DeVol-Neal	1225
Richardson-Consbrock	1221
Senf-Huffaker	1176
H. Bartlett-E. Bartlett	1168
Boyer-Richmond	1164
Hughes-Hetzer	1162
D. Siegrist-Gunn	1156

TEAMS

Tool & Die	2918
Tool Room	2916

Gold Nib	2907
Plating	2855
ALL EVENTS	
Stemple	1937
McDonnell	1809
E. Bartlett	1805
H. Bartlett	1796
DeVol	1779
Boyer	1761
Senn	1760
Gilman	1755

On The Cover



Whole most of us are struggling to get grass started around home, Leo Auge (above), the company's grounds supervisor, is busy keeping the green velvety lawns around the plant neat and trim. The beautiful grounds are a tribute to the efforts of Leo and his assistant, Maurice Kaltefleiter.